



Webinar for VISTA

Writing Powerful Impact Statements

**This session will start
shortly.**

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 



**CAMPAIGN
CONSULTATION
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Passcode: **8226333**

Welcome to Writing Powerful Impact Statements



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Tips for Participating

- Submit questions to the presenter at any time using the Q & A feature.
- Share tips, resources, and ideas with other attendees using the Chat feature.
- We will open phone lines and microphones later in the presentation for Questions and Answers.

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Today's Team...



Treci Johnson
Recruitment,
Marketing &
Outreach Specialist
AmeriCorps VISTA



Robyn Stegman
Project Specialist
Campaign
Consultation, Inc.



Suzanne Knizner
Project Specialist
Campaign
Consultation, Inc.

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Today's Presenters



Mary Rolle
State Program Specialist
Texas



James Griffin
State Program Specialist
Arizona

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Agenda

- What is an Impact Story?
- What questions are answered in the stories?
- Why are Impact Stories important?
- Who is the audience for the stories?
- How can we use the stories?
- Types of Impact Stories
- Examples of Impact Stories
- Examples from your VISTA colleagues

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What is an Impact Story?

- Tells a Story
 - Depicts a scene that shows how your work has impacted your community
- Brief Statement
 - Focuses on the key information
 - 4-5 sentences long



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What Does an Impact Story Do?

Informs the community

Measures the impact

Personalizes the impact to connect with audience

Activates the community to take action

Cultivates new partnerships

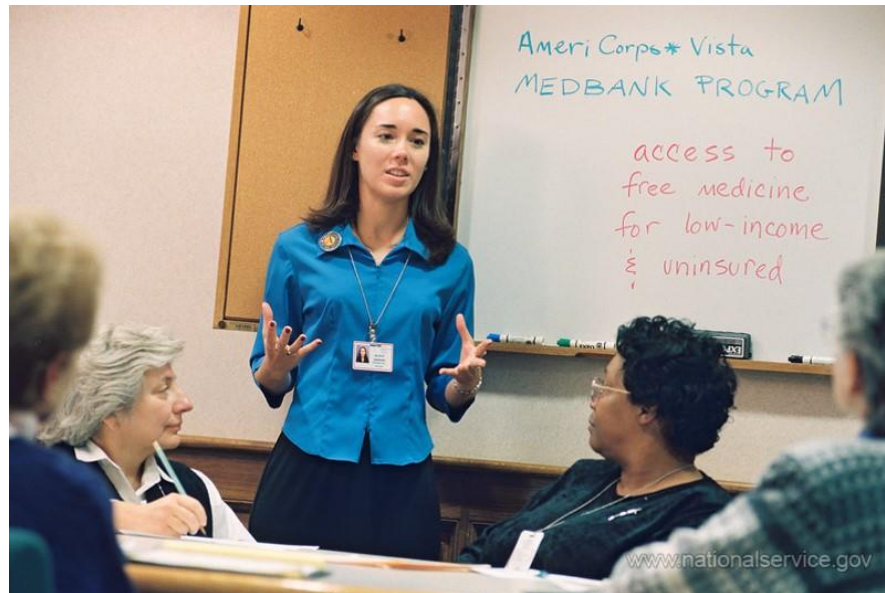
Teaches others how to make an impact

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Impact Stories Answer These Questions

1. Where?
2. What?
3. Who?
4. How?
5. Results?



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WHERE Does the Story Take Place?

- Set the stage for your story
 - Name of the VISTA member
 - Name of the organization where you work
 - Name of the city and state you are working in
 - Name of the event where the impact happened (if applicable)



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WHAT is the Issue Area?

- In what area are you working to combat poverty?

- CNCS Focus Areas:

- Disaster Services
- Economic Opportunity
- Education
- Environmental Stewardship
- Healthy Futures
- Veterans and Military Families



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WHO is Involved?

- Who are your partners?
 - Partnerships with other National Service programs
 - Partnerships with other Public and Nonprofit agencies
 - High profile people, city or state officials, etc. that attended the event
- Who is affected by the impact?
 - Veterans, older adults, kids, the environment, etc.
- Did any media cover the event?
 - Include links to newspaper articles and videos, etc.

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HOW you are Addressing the Problem?

- Tell us what you did...
- What type of Capacity Building work resulted in the impact?
 - Fundraising
 - Grant writing
 - Recruiting and training volunteers
 - Designing new programs



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What are the RESULTS of Your Effort?

- What is the impact of your Capacity Building work?
 - Show off your success!
 - Numbers, numbers, numbers!
 - Amount of money raised (include in kind donations)
 - What will this money be used for?
 - » Additional number of meals served
 - » Additional number of individuals living in transitional housing receiving case management services
 - Number of volunteers recruited
 - What will these volunteers be doing?
 - » Additional number of children mentored by recruited volunteers

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Tips for Writing

- Start with the premise that the reader knows nothing about your project, your agency or your community
- Set the stage - provide a quick overview of the issue being addressed, the community where it's happening and the person doing the service
- Use action words
- Talk about activities and results
- Avoid acronyms or phrases that may not be readily understood by others
- Be straight and to the point

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What is Missing in this Example?

VISTA members at School on Wheels worked with staff to present the Education Celebration at the Indianapolis-Marion County Central Library. The event grossed over \$200,000 to support School on Wheels' mission of impacting homeless children.

Questions:

1. Where?
2. What?
3. Who?
4. How?
5. Results?



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Example Impact Story: Take 2

VISTA members at School on Wheels worked with staff to present the Education Celebration to over 500 guests and 40 sponsors on Friday, April 26th at the Indianapolis-Marion County Central Library. Peyton Manning and Mitch Daniels were special guests at the event, which grossed over \$200,000 to support School on Wheels' mission. School on Wheels provides one-on-one tutoring and educational advocacy for school-aged children impacted by homelessness.

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Why are Impact Stories Important?

- Tell your project's story
- Highlight your project's impact
- Build new support
- Establish new partnerships
- Engage community leaders
- Recruit new members/volunteers
- Help us talk about VISTA and your great work

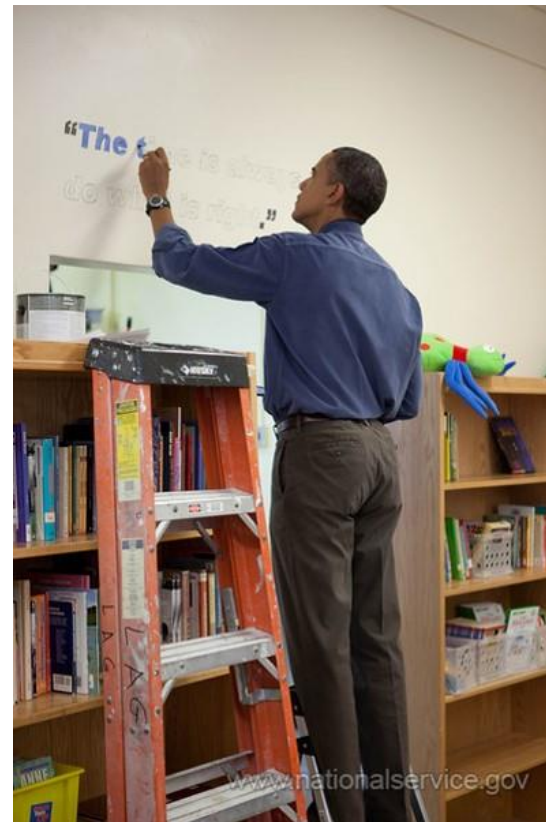


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Who is Your Audience?

- Your communities
- Your agency leadership
- Your volunteers
- Your clients
- Potential funders or sponsors
- The Corporation for National and Community Service!
 - Your State Office
 - Agency leadership
- Members of Congress and other elected officials



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Webinar for VISTA

**Once you write an impact
story....**

What do you do with it?

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How Can We Use Impact Stories?

- Share them with your agency leaders
- Share them with your board of directors
- Share them with your colleagues
- Share them with your local media
- Share them with the Corporation for National and Community Service!
- Post it to your State VISTA Page
- Post them on Facebook
(www.facebook.com/AmeriCorpsVISTA)
- Tweet them (@VISTAbuzz @AmeriCorps @NationalService @WendyCNCS)

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3 Types of Impact Stories

1. **Successes**
2. **Coming Attractions**
3. **Challenges/Other**



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Types of Impact Stories

1. Successes

- CNCS Focus Areas: Disaster Services, Economic Opportunity, Education, Environmental Stewardship, Healthy Futures, Veterans & Military Families, Special Initiatives

Alliance of Arizona Nonprofits VISTA Member Colleen Wallace's grant writing talents for the food bank netted the organization over \$1.4 million in grant funding this year. The funding supports many of the food bank operations including the rural branches of the food bank, summer meals program and The Emergency Food Assistance Program (TEFAP). The TEFAP is the food bank's largest program distributing meals to over 60 locations and providing individuals in a food crisis with 2-3 days' worth of nutritious food.

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Types of Impact Stories

2. Coming Attractions

- Upcoming events
- New projects
- New partnerships

The Nike N7 Sport Summit takes place in Beaverton, OR April 18-20. The event brings together Native youth and native youth-serving organizations, including the Nike N7 Let's Move in Indian Country VISTA members from Portland, OR, Temecula, CA and Santa Ana Pueblo, NM. VISTA member Lilah Walsh will present on healthy traditional food and sustainable gardening at two sessions.

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Types of Impact Stories

3. Challenges/Other

- Obstacles that were overcome in programming, etc.
- Special meetings/events with high profile people

On June 6th, over 350 attendees participated in the 2013 Massachusetts Conference on Service and Volunteering in Marlborough, MA. CNCS CEO Wendy Spencer was the keynote speaker and also facilitated a roundtable discussion with national service projects and partner organizations.

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Examples from Your Colleagues



Scott Fredrickson
VISTA Member
Camp Fire USA
Balcones Council
Austin, Texas



Anna Alcott
VISTA Member
Northland Cares
Prescott, Arizona

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Scott Fredrickson

Community Outreach VISTA

Camp Fire in Austin, Texas

- Camp Fire is a youth development organization working to strengthen families through outdoor, nature based educational activities
- Camp Fire promotes environmentalism through our youth programming and by raising public awareness about pressing environmental issues
- Camp Fire has been serving youth and families in Central Texas since 1966



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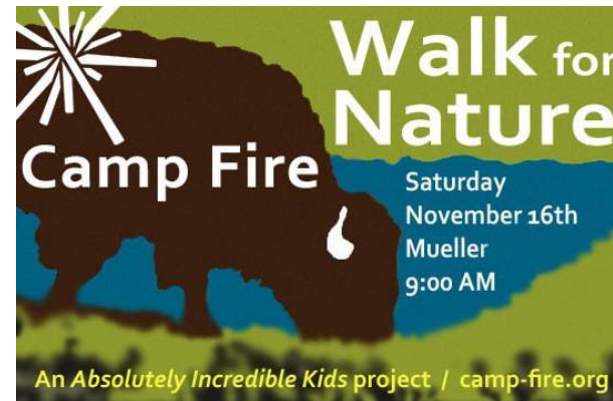
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Camp Fire

Absolutely Incredible Kids Initiative

Since 2011, Camp Fire has sponsored the Absolutely Incredible Kids initiative (AIK)

- Multi-faceted year-round project centered on promoting water conservation
- Spreads awareness about the omnipresent drought affecting central Texas.
- Includes major annual event called, Walk for Nature



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Camp Fire

Walk for Nature

The Walk for Nature is a family friendly event in support of water conservation featuring games, music, prizes, and an interactive walking course all about native Texas wildlife and how our region is affected by drought.

My Role as

Community Outreach VISTA:

- **Engage existing community partners**
 - Exploring cross-promotional opportunities
- **Cultivate new partnerships**
 - Soliciting in-kind donations
 - Soliciting sponsorships
- **Media & Marketing**
 - Posting event listing
 - Engaging media outlets
 - Promoting event via Social Media
- **Planning Committee**
 - Attend and contribute to Walk for Nature Planning Committee meetings
- **Recruiting & Managing Volunteers**



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Camp Fire

Describing My Impact

Considering: Who, Where, What, How, Results...

Scott Fredrickson, the Community Outreach VISTA with Camp Fire in Austin, Texas (who/where), helped plan and implement the Walk for Nature, an event in support of water conservation and raising public awareness about drought and ways to aid the preservation of wildlife in Texas. Scott **worked with community partners and the planning committee to plan the event and created and executed a comprehensive media strategy (what).** Through his efforts, Camp Fire **recruited new volunteers, cultivated new partnerships** with local businesses, and **built capacity (what) through more focused media relations and direct communication with community partners via social media (how).** This event acts as a fundraiser for Camp Fire, and **in comparison to the previous year, fundraising for the event grew 500% (results).**

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Camp Fire

What to do with my Impact Story?

- Who is interested in learning about my impact?
 - Community Partners
 - Donors
 - Potential Sponsors
 - Supporters
- Where can I share my impact?
 - Social Media
 - Allows followers more direct access to information about recent projects your organization has been involved in
 - You can break it up, use individual parts for short posts
 - Ideal for Twitter
 - Grant Proposals
 - Annual Reports
 - Sponsorship Proposals
 - Allows sponsors to get an idea of what your organization is able to accomplish and exhibits your organization's potential for growth



Anna Alcott, VISTA Member

Northland Cares

- HIV Specialty Clinic in Prescott, Arizona
- Provides outpatient medical care and case management service
- Committed to educating the wider community
- My role as VISTA Health Educator and Outreach Coordinator:
 - Form partnerships with local community organizations
 - Establish and maintain connections with at-risk communities
 - Implement HIV education and testing programs
 - Secure funding to ensure sustainability of outreach programs

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Northland Cares



Source: CDC

World AIDS Day is December 1st

Do you know your status?

FREE Rapid HIV Testing

November 18th

Yavapai College 3-119J, Club Room

9am-5pm

Free testing will be provided by Yavapai County Community Health Services and by Northland Cares, a non-profit clinic in Prescott, AZ that provides specialized medical care and support services for people living with HIV/AIDS. Northland Cares also offers free rapid HIV testing, free HIV education, and free safer sex materials to the community. Come see us!



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Northland Cares

- Tip for writing an Impact Story:
 - Revisit your VAD
 - Assess your impact- what is in the community because of your work that otherwise would not be available?
 - Finding numbers in capacity-building work
 - Be a braggart
 - Create a buzzword lexicon
 - Take a breather

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Northland Cares

HIV disproportionately affects individuals living in poverty, who often do not have access to HIV prevention education, testing, and care. Serving with Northland Cares HIV Specialty Clinic, AmeriCorps VISTA member Anna Alcott's goal is to increase access to HIV education in the small city of Prescott, AZ. For the past month, Anna has been working to produce a core curriculum for HIV education in Prescott and the surrounding areas. A standardized HIV education curriculum allows Northland Cares to partner with local organizations to better serve communities in need by ensuring that accurate and consistent information is distributed. The curriculum will be utilized at approximately 15 organizations, including: outreach presentations at recovery homes, sober living houses, and homeless shelters. Anna's goal is to reach 2,000 at-risk individuals by August 2014.

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Northland Cares

- What to do with an Impact Story
 - Social media
 - Classic media
 - Include it in your organization's annual giving letter or newsletter
 - Share it with your College or University's alumni association
 - Share it with the people who helped you get where you are today

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Next Steps

1. Think about your work
 - Your Successes
 - Your Challenges
 - Your Coming Attractions
2. Identify the:
 - Who?
 - What?
 - Where?
 - How?
 - Results
3. Write an Impact Story
4. Share your Impact Story



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Evaluation

Please take a few moments to share your feedback. How can we improve these sessions? What topics should we include in future webinars?

Thank you very much for your time and participation!

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THANK YOU

for your participation!

If you have further questions or for more information, contact us:

VISTAWebinars@cns.gov

Living on the Living Allowance

December 12, 2013

2:00-3:30pm ET

Visit the Ongoing Learning page on the VISTA Campus for a complete schedule of VISTA webshops

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